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Advertising Age

50 YEARS 1930-1980

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McNeil gears up Duonex entry for cold remedy fight

By NANCY GIGES

NEW YORK—Cold remedy marketers are gearing up for a very competitive season, as long-standing leaders try to regain share lost to Bristol-Myers' Comtrex and another new brand gets ready to rush in.

Johnson & Johnson's McNeil Consumer Products Co., whose one major brand—Tylenol—upset the standings in the analgesic market, has moved a step closer to market with a new cold remedy called Duonex. The company, which already markets Co-Tylenol cold remedy, recall-tested a Duonex tv spot in Sacramento last month.

■ Duonex is described as the first cold medicine made especially for day or night relief. A yellow capsule for day is promoted to relieve "coughing and congestion without drowsiness so you can stay active." The blue version for nighttime helps cold sufferers to "breathe easier and quiet your cough so you can rest."

The product has been assigned to Young & Rubicam and sources say McNeil is prepared to invest close to $10,000,000 in ad support for the product's launch (AA, July 14).

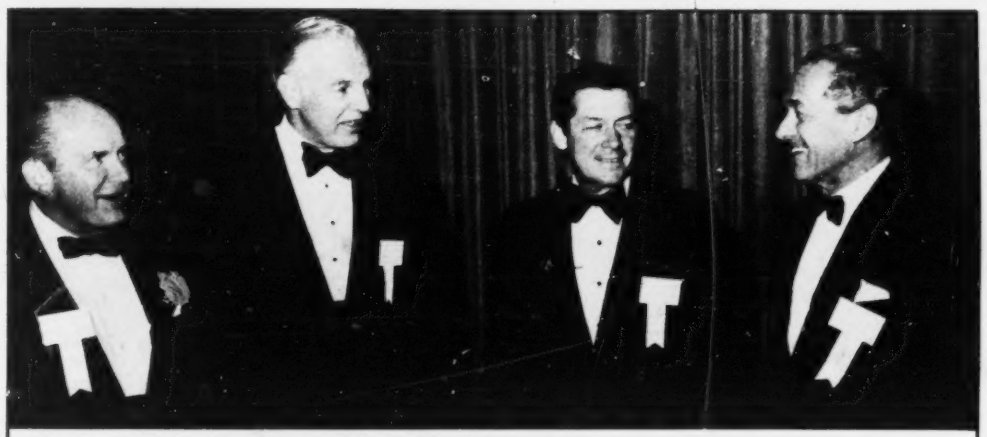
McNeil also has made some gains with Co-Tylenol, which last year received $7,000,000 in measured media expenditures. That brand holds a 4% share of the $500,000,000 cold remedy category. The total does not include cough remedies, which comprise another $500,000,000 segment.

■ The leading brands hit hardest by Comtrex, introduced nationally in late 1978, were American Home Products' Dristan, SmithKline's Contac and Richardson-Merrell's Vicks NyQuil. For the May/June period, share figures show Dristan at 14.5%, but that is somewhat higher than normal because of heavy hay fever usage. NyQuil held a 14.1% share and Contac 13.8%. Comtrex held a 8.2% share during that period.

Vicks has countered this season with new DayCare capsules, being launched with a $7,000,000 ad budget and heavy sampling (AA, July 14). DayCare liquid also has been revamped.

SmithKline has moved out a reformulated Contac that contains much higher dosage levels of de-

(Continued on Page 118)



New officers take ANA helm

Posing for pictures during last Tuesday's black tie dinner/dance at the Homestead are (from left) newly elected vice-chairman Thomas Ryan, outgoing chairman Donald Goldstrom, incoming chairman Richard Creedon and reelected association president Peter Allport.

ANA eyes viewer 'cells'...

HOT SPRINGS, VA.—Fragmentation, fractionalization, regionalization, decentralization. These were buzzwords at the Assn. of National Advertisers annual meeting here last week, during which the new video media again took center stage.

In a "sold-out" concurrent clinic on "New Video—New Measures," Thomas T. Ryan, vp-advertising services, Gillette North America, and chairman of the ANA committee studying the subject, said that without question a major problem facing the industry is the measurement of audiences in the future.

"There doesn't seem to be any question," he stated, "that the arrival of these new means of receiving information and entertainment in the home is going to cause a fractionating of viewing audiences. If we are to deal with and take advantage of these smaller audience segments, we will have to have adequate means of measuring accurately and consistently the size and composition of the segments."

Mr. Ryan said that in earlier consultations with A. C. Nielsen Co. and Arbitron, the two major measuring services, he was told it will probably be 1985 before the machinery to do so will be in place. And, he stressed, "advertisers are going to have to participate in the cost of measurement research" on the new media.

■ "This is not a popular point of view," he continued, but measuring "these small cells" of viewers will be a huge task and "we don't expect the networks

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. . . creative to reach them

HOT SPRINGS, VA.—A demassification of the media and an increasingly segmented audience will require more creative and more personalized advertising in the next decade.

Penny Hawkey, senior vp-creative group head, McCann-Erickson, together with Ed McCabe, president, Scali, McCabe, Sloves, and Janet Wolff, exec vp-director of creative services, William Esty Co., are ready, however. The three shared their suggestions on how to reach the new audience with Assn. of National Advertisers members last week at a panel on creative advertising.

To Ms. Hawkey, the demise of broadcasting and the birth of "narrow casting" means jumping "feet first" into the new video . . . "right now, while costs are low and the medium is somewhat unregulated and adapted to our needs."

More ANA news on Pages 3, 10 and 112.

Although not suggesting that advertisers walk away from the networks, Ms. Hawkey said that with the new electronic technology, "the audience—the mass mind, as we've unfortunately come to think of it—is breaking up. It has options. It doesn't have to watch the programing that the networks put in front of it. And it doesn't have to watch our commercials."

But, she suspects, "we will do a

(Continued on Page 116)

last minute news

Abbott reviewing for Selsun Blue, Murine

CHICAGO—Abbott Laboratories' consumer products division is reviewing agencies for its Selsun Blue shampoo and Murine eye care products, currently at McCann and JWT, respectively. Decision on the $15,000,000 worth of business (combined) due in a month; incumbents are included.

Michelob set to go after everyday beer drinker

ST. LOUIS—Anheuser-Busch's superpremium Michelob, having cornered the "weekend" beer drinker, is set to make the brand an everyday beverage. "Put a little weekend in your week" is the theme of a new Michelob campaign scheduled to break Oct. 11. Four fast-paced spots under consideration feature entertainment and sports celebrities. Meanwhile, Michelob Light will continue its "compare the taste" theme with two new sports spots (soccer and tennis), and Natural Light adds some new personalities to its "taste is why you'll switch" assault on Miller Lite. D'Arcy handles.

FDA approves P&G ads for Rely users

WASHINGTON—Procter & Gamble got FDA approval of ads breaking this week that urge Rely tampon users to stop using the product and seek refunds (AA, Sept.29). Copy says, "more than other brands" Rely appears to be linked to toxic shock syndrome, describes the ailment as potentially "very serious" and believed responsible for "a number of deaths" and says P&G is working with the government to find why tampons appear to be involved. Health Research Group, a Ralph Nader unit,

(Continued on Page 8)

NEWSPAPER

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R HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

Charter crash

'Sport' on the block; Eller looks around

By CHRISTY MARSHALL

NEW YORK—As Karl Eller, free-wheeling president of Charter Media Group, and Charter were packing it in last week, Charter Corp. began packing up its *Sport* magazine and putting it on the block.

Sport, a perennial money-loser, formally was put into a serious financial package and presented to prospective buyers, according to sources. The magazine had been for sale for some time, but the asking price was considered exorbitant. Now, as a "highly leveraged and cash poor" company, Charter is offering *Sport* at a more realistic figure. So far, Charter has had discussions with CBS Publications, Ziff-Davis, *Playboy* and *Newsweek*, according to sources.

■ The proposed sale of *Sport* comes on the heels of the Sept. 30 announcement that Charter Media Group had been dissolved and that its entrepreneurial president, Karl Eller, left with the CMG acquisitions of the *Philadelphia Bulletin*, KIOI (fm) in San Francisco and the New York Subways Advertising Co., and returned to his home base in Phoenix.

Charter Corp. is left with its communications division, Chartcom, which consists of Charter Publishing Co. (*Ladies' Home Journal*, *Redbook*, *Sport* and *Discount Merchandiser*), Charter Data services and six radio stations. Charter Media Group was created by Charter Corp. president Ray Mason and put under Mr. Eller six months ago (AA, March 31).

"Two people got into a joint venture agreement—we had all kinds

(Continued on Page 115)

Reader data still don't jibe

By LEAH ROZEN

NEW YORK—The release of the 1980 magazine readership figures by rivals Mediamark Research Inc. and Simmons Market Research Bureau has done little to settle either the controversy over their differing methodologies or the stomachs of the agency media researchers who must use the figures.

Some are siding with Mediamark. Some are siding with Simmons. Some are straddling the fence and buying both.

Everybody is unhappy. "It shouldn't be this way," said one agency media research head. "You would think they could settle on one accurate way of getting numbers."

What's the problem? The same that it has been for the past two years: The industry's two major magazine readership measurement companies use different methods and no one can agree on which is the better one.

Simmons Market Research Bureau, the product of the 1978 merger of W. R. Simmons & Associates and Axiom Market Research Bureau, measured 44 magazines in 1980 with the through-the-book method and another 81 with the recent reading method. The catch is that Simmons then took its recent reading scores and calibrated them (using a formula provided by, but not enthusiastically endorsed by, the Advertising Research Foundation) to make them comparable with its through-the-book figures.

▪ Mediamark, founded in early 1979, used its own version of the recent reading method to measure all 140 magazines and magazine groups it reported on.

As they did a year ago, the Simmons and Mediamark figures differed greatly, with Mediamark tending to show much larger total audience figures than Simmons.

For example, Mediamark rates *Reader's Digest* as the magazine with the highest readership figure, 58,707,000. Simmons puts *RD's* readership at only 39,972,000. The story is the same for *TV Guide:* Mediamark reports 52,401,000, while Simmons has 42,547,000.

With *RD* and *TV Guide*, Mediamark has used the recent reading method and Simmons has used through-the-book. Mediamark's larger figures are attributed to the large out-of-home readership—at the doctor's office, supermarket, hair salon, etc.—its measuring system picks up.

"There's an awful lot of evidence, much of it's recent, that paging through a magazine is all you need for advertising exposure," said Mediamark Timothy Joyce in a recent interview. "Our system is designed to be as inclusive as possible. We're picking up the maximum possible readers."

Simmons' use of through-the-book, a system that has respon-

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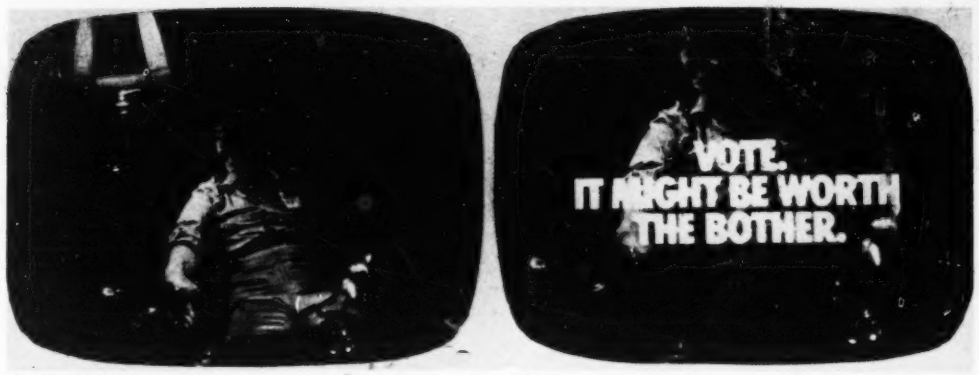
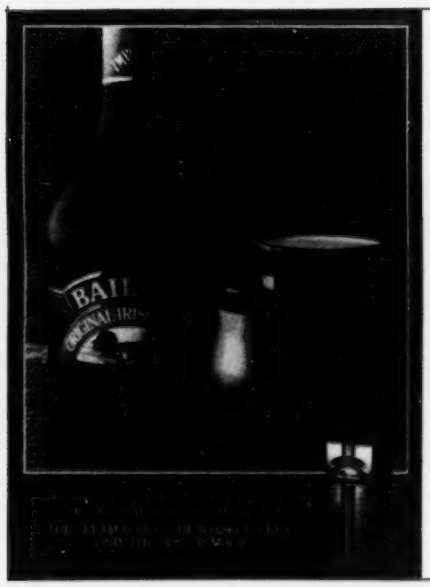


Ad Council goes after nonvoters

Getting out the vote on Nov. 4 is the aim of this latest public service Ad Council campaign. Tv ads showing nonvoter whose candidate lost will try to persuade the 70,000,000 eligible Americans who did not vote in 1976 that "it might be worth the bother." Joint sponsor with Ad Council is the National Assn. of Secretaries of State. Needham, Harper & Steers, New York, volunteered the creative.



Baileys' new theme

Baileys Original Irish Cream would have liked to kick off its new campaign with Baileys' original advertising theme, but it ultimately settled for "Only the taste is magic," which took second place in a copy test. Baileys' producer, International Distillers & Vintners, shifted the brand to Paddington Corp. and its agency, Backer & Spielvogel. Former agency Nadler & Larimer claims proprietary rights to the theme, "The impossible cream."

K-C, Playtex halt plans

By JENNIFER ALTER

CHICAGO—Kimberly-Clark Corp. has suspended all advertising for its Kotex brand tampons "until the tss [toxic shock syndrome] situation is clarified," the company said. And International Playtex, which recently moved a "new, improved" Playtex tampon onto retail shelves and was planning a "relaunch" campaign for October, is having second thoughts.

"We are reevaluating all of our plans at this point, and waiting until we meet with the Food & Drug Administration to make any decisions," said company president Walter Bergman.

Tampax Inc. told the FDA it will run an educational campaign in newspapers and magazines beginning this week alerting consumers to the symptoms and dangers of tss, and suggesting more frequent changing of tampons and alternating use with napkins. Ads will run in 42 newspapers and in *People* and *TV Guide*. Similar warnings will be inserted in Tampax packages.

Johnson & Johnson said it would hold steady on its ad plans until it meets with FDA this week.

The FDA, which has scheduled these meetings to run through Wednesday, suggested the labels should inform women that they might "want to consider not using tampons, or alternating tampons with napkins."

How long it would take for tampon packages with warning notices to turn up in the marketplace will depend on how fast existing product moves, sources say. However, E. Russell Sprague, president of Tampax, estimates his company could get new packages out of the factories within two weeks.

Any provisions for warnings in product advertising are under jurisdiction of the Federal Trade Commission and have not yet been addressed, except for Tampax' action.

Up until this point the FDA has been focusing all of its attention on Procter & Gamble's Rely tampon. Now that Rely has been withdrawn from the market, retailers have filled the shelf space with other tampon products. Although they say it is too early to report figures, several chains indicated they have seen no significant drop in tampon sales.

▪ While some industry observers have predicted the tss scare will be a boon to the sanitary napkin business, there are those who believe this is an underestimation of women's dependence on the tam-

(Continued on Page 116)

highlights

Monday, October 6, 1980

Pan Am sketched the outline for its marketing thrust when the single-identity carrier takes off Oct. 26. *See Page 4.*

BBDO picked up a financial advertising/pr subsidiary, a new creative exec vp and a new executive for its international department, all last week. *See Page 6.*

Nabisco tests a corporate image campaign aimed at potential investors. *See Page 14.*

Newspaper Advertising Bureau conference on newspapers and the new technologies focused on how the industry will fit into the future communications world. *See Page 32.*

R.J. Reynolds Tobacco faces security analysts. *See Page 34.*

Actor David Naughton achieves fame, and Dr Pepper boosts sales, with the "Be a Pepper" campaign, now entering its fourth year. *See Page 36.*

Researcher McCollum/-Spielman & Co. tries to put the star endorser trend in perspective and offers some helpful tips based on hundreds of tests. *See Page 42.*

NAB said the U.S. should seek orbital slots for direct broadcast satellites, but opposed their use for direct-to-home tv service. *See Page 42.*

Trunk airlines are on an ad spending spree when many of them can least afford it. *See Page 46.*

The shampoo market sees some changes as competition heats up once again. *See Page 52.*

Unadvertised U.S. gold medallion sales have crawled along while South Africa's hefty spending has spurred the Krugerrand. *See Page 56.*

In the last of three parts, ADVERTISING AGE associate editor Nancy Giges explores the comparative campaigns of the analgesics. *See Page 63.*

Louis J. Haugh looks at the "hot" promotion of the 1980s—cash refunds—and offers some suggestions to hold down costs of the events. *See Page 68.*

Vitt Media International is calling on stations for three new barter tv packages and dipping into the home video field. *See Page 80.*

World Championship Tennis is going strong. *See Page 80.*

Have you been wondering how those tv spots were shot for Come 'n Get It with the dogs atop a butte? *See Page 86.*

Dallas Times Herald launches locally edited rotogravure magazine, *Westward*, with a 104-page premiere issue. *See Page 111.*

Pepsi and Coke settle a dispute over confidential marketing information out of court. *See Page 115.*

"Playing for Time" scores big ratings victory for CBS and the advertisers. *See Page 118.*

A proposed acquisition of GTE consumer electronics by Philips would change industry standings. *See Page 118.*

The Institute of Outdoor Advertising kicks off new campaign. *See Page 120.*

Section 2

What's new in premiums and promotions? Novelty lies partially in the past—antique premiums are experiencing a worthy comeback. Also included in the section: How the cigaret industry takes hints from Houdini to wriggle free of its shackling; the enduring and increasing success of sweeps; industry bellwethers discuss the future, and you learn how to track the competitions' promotions—beginning opposite Page 60.

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Carnation moving in wine field

LOS ANGELES—Carnation Co. could become the next major consumer products company to enter the U.S. wine business if its United Kingdom subsidiary is successful with a new wine brand now being launched in London.

Ads break in London next month for Golden State red, white and sparkling wines. Guild Vintners, San Francisco, which also markets its own Guild line, is acting as supplier, as it does for other wine marketers. Carnation here developed the brand name and positioning and Carnation Foods in the U.K. is marketing the Golden State line.

Execs at Carnation are carefully tracking the U.K. introduction for results that could be applicable in the U.S. market. One source said Carnation may be leaning toward serious consideration of a U.S. tryout because of favorable response to the Golden State line in U.K. testing.

The London launch is being

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Reader studies

(Continued from Page 2)

dents page through a stripped-down version of the magazine, is the system preferrred by most of the media researchers interviewed. They feel it yields more honest numbers on authentic readers.

Simmons head Frank Stanton says the length and detail of through-the-book interviews make the gathering of information this way on 125 magazines a physical impossibility. Hence the use of recent reading for 81 less-than-major magazines.

The 1980 Simmons report is the first to make use of the calibration method, to bring recent reading figures in line with through-the-book figures.

But a lot of agency media researchers aren't buying the notion that there are magic numbers and a formula you can plug in to correctly adjust the data.

▪ Assistant media director Paul Conway, in explaining why his agency, DKG Inc., had elected to go with Mediamark exclusively, said, "It's important that the same methodology be used across all magazines."

On the other hand, Scali, McCabe, Sloves exec vp-media Michael Ephron took a look at the arguments and came to a different conclusion. His agency has contracted to receive both studies, but will be using Simmons as its primary source and Mediamark as a back-up ("A confirmation, if you will," Mr. Ephron said).

▪ Mr. Ephron said his decision to go primarily with Simmons was based on "not letting the tail wag the dog." He said that since 90% of his clients' dollars go into the magazines measured by Simmons' through-the-book method, the recent reading scores (and their calibration) don't bother him too much. He said his agency plans to use Simmons' raw recent reading data (minus the calibrations) and to adjust it using the agency's own data.

Jack Hallahan, Chicago-based Leo Burnett Co.'s media research man, said Burnett is going with Simmons exclusively because its "market information on product usage is of higher quality than MRI's." #

Total adult readers comparison

Magazine	Mediamark	SMRB	Magazine	Mediamark	SMRB
Time	25,701,000	20,035,000	Glamour	9,538,000	7,107,000
Newsweek	23,640,000	16,453,000	Vogue	7,489,000	5,671,000
U.S. News & World Report	11,586,000	8,733,000	Mademoiselle	4,836,000	3,713,000
			Harper's Bazaar	3,574,000	3,301,000
Family Circle	32,143,000	18,255,000			
Good Housekeeping	31,498,000	19,164,000	Playboy	21,401,000	15,584,000
Woman's Day	29,630,000	17,560,000	Penthouse	11,991,000	7,673,000
McCall's	24,641,000	17,287,000	Hustler	6,848,000	4,302,000
Ladies' Home Journal	21,920,000	12,971,000	Esquire	4,871,000	3,658,000
Redbook	17,110,000	11,019,000	Oui	4,515,000	2,946,000
Cosmopolitan	14,216,000	8,843,000	Chic	1,568,000	1,497,000

'Playing for Time' cpm $1.96

By COLBY COATES

NEW YORK—Besides giving new meaning to the phrase "quality tv," CBS' broadcast of the controversial "Playing for Time" rewrote the book on "opportunistic" buys.

The three-hour made-for-tv movie scored a 26.2 rating and 41 share nationally and, contrary to some expectations, audience built with each successive half hour. Because of the movie's grim nature, some observers thought the audience would slip away, unable to handle the horror of Auschwitz.

Instead the numbers just got bigger, starting with a 39 share in the first half hour and concluding with a 44 share in the last 30 minutes.

▪ But perhaps the most telling number associated with the movie is the $1.96 cost-per-thousand homes advertisers paid to reach an audience estimated at 41,000,000. And it may even be that the $1.96 cpm, which is based on an average cost of $40,000 per 30-second unit, is as much as 5 cents over what some advertisers actually paid. In some cases a 30 might have sold for as low as $30,000.

In addition to American Motors Corp. and Richardson-Merrell (AA, Sept. 29), the big multi-unit buyers were Pfizer Inc., Jeffrey Martin Inc. and Clorox. Other network sponsors included Ex-Lax Inc., Avco Embassy and Columbia Pictures, S. C. Johnson & Son, Thompson Medical Co., Fiat, Beecham Products, Canon and the Lewis Howe Co. for Tums.

Several network buyers, in hearing of the $1.96 cpm estimate, called it "a dirt cheap buy," later adding such descriptions as "giveaway," "bargain basement," or "daytime cpms in prime time." Though an advertiser's average prime time cpm over the course of a season depends on the mix of programs, anything on the downside of a $5 cpm is considered good value.

There always is a gamble that any network purchase might fail to deliver the projected numbers on which the buy is made. But with "Playing for Time," there was an added element of uncertainty: Would there be a viewer backlash and an advertiser boycott?

▪ "We haven't received a single negative call," said Martin Himmel, president of Jeffrey Martin, which had multiple buys for Topol toothpaste and Porcelana cream. Mr. Himmel thought the protests against the casting of Vanessa Redgrave were "blown way out of proportion" and said that his company signed on over a month ago. The heavy exposure for Jeffrey Martin products comes at a fortuitous time as the company is several weeks away from following it up with a "gigantic" national transit advertising campaign for Topol and Porcelana.

Shortly before the movie aired, CBS was bombarded with over 900 calls protesting Ms. Redgrave's role. But after showing, the network received about 400 calls, running six to one in favor of the movie. Some CBS affiliates were picketed while KOOL-TV, Phoenix, sustained minor damage due to a fire bomb.

A spokesman for AMC said, "The decision to purchase time was based upon the anticipated size and diversity of this critically acclaimed production. We cannot and should not attempt to dictate the casting of any television production, which we regard as an artistic decision." AMC also noted that it had not received any protesting calls or telegrams. The same was true at Compton Advertising, the agency that placed AMC and Thompson Medical.

John McAvity, vp-broadcast, Adforce, Pfizer's in-house agency, said "Playing for Time" was "an extremely good media buy," and doubted there would be a residual backlash. "It won't hurt us at all," he said. "Besides people will forget all about it in two weeks."

Mr. McAvity lashed out at pressure groups in general, noting that one group's recent list of sponsors to be avoided included companies responsible for "40% of the products on any supermarket's shelf." #

New cold remedies

(Continued from Page 1)

congestant and antihistamine. The company recently conducted an agency review for the cold remedy, but in the end decided to stay with agency Ogilvy & Mather (AA, Aug. 25). The review involved recall-testing of the campaigns presented by the agencies.

Industry sources speculate SmithKline may authorize ad spending of $30,000,000 to revitalize the brand. That figure is double what the market leaders normally invest in measured media for this essentially seasonal business.

Meanwhile, in analgesics, B-M is investing $17,000,000 in the debut of reformulated Excedrin (AA, May 5), an effort viewed as a last-ditch attempt to reverse that brand's sliding share.

In addition to introducing the product in capsule form, B-M also converted from a two-thirds aspirin/one-third acetaminophen 424mg tablet to a 50-50 aspirin/-acetaminophen ratio in a 500mg tablet.

Advertising by Kenyon & Eckhardt focuses on the capsule form, using a space scene. The B-M approach differs from that of American Home Products, which last year introduced a Maximum Strength Anacin tablet (500mgs) as a line extension to its regular adult strength Anacin product (400mgs). This summer AHP also added a capsule in the Maximum Strength formula.

The higher dosage tablet has added only two percentage points to the total Anacin share that now stands at 12.6%, less than half that of market leader Tylenol, which holds a 28.6% share. The Tylenol share is made up of 2.9% pediatric, 19% extra-strength (500mgs) tablets and capsules and 6.7% regular (350mgs) tablets and capsules.

Sterling Drugs' Bayer and B-M's Bufferin shares continue to hover around 8% each. #

Philips' Sylvania buy will boost tv position

NEW YORK—North American Philips Corp.'s agreement to purchase GTE's consumer electronics business ostensibly will boost the company to a strong third-place standing in the U.S. tv set industry.

But in the meantime, two agencies now are wondering how their assignments will be affected.

With an 8% share held by its Magnavox subsidiary, Philips stands to gain an estimated 10% from the Sylvania, Philco and private label operations that are part of the projected transaction. That would place Philips squarely ahead of General Electric, with 12%, and behind market leaders Zenith Radio Corp. and RCA, who jockey for first with shares that vary seasonally between 20% and 22% of the projected 9,600,000 to 9,800,000 set volume in '80.

A Philips spokesman maintained that inevitable "dealer fallout" would reduce the combined market share to about 11%.

The action also could give Philips another potential ally for its videodiscs, should Sylvania decide to enter the field.

While several obstacles—most notably Justice Department scrutiny of antitrust implications—cloud the outcome of the agreement, Doyle Dane Bernbach and Campbell-Ewald stand to lose, gain or retain large chunks of ad business.

Doyle Dane's 20-year relationship with GTE prompted its reluctant resignation of the Sony Corp. account a year ago. A Philips spokesman said no determination had been made whether Sylvania's advertising and marketing would be consolidated at Magnavox. Its agency is Campbell-Ewald, Detroit, which won the $8,000,000 account from William Esty Co. last February. (See related story, Page 78.)

Meanwhile, Sony Consumer Products Co. president Joseph Lagore issued a strong denial to a reporter's question as to whether a Sylvania account shift would lead Sony to rejoin its former agency. Sony spent $5,000,000 on color tv set advertising last year via McCann-Erickson.

Philips has announced that it will preserve the Sylvania and Philco brands should it successfully acquire GTE's business. #

Imitation cheeses

(Continued from Page 3)

can-flavor individually wrapped slices. It is made with sunflower oil to replace the animal fat.

The Country Meadow advertising campaign, handled by Grey Advertising, is expected to break within a few weeks.

Anderson, Clayton's New Age line includes 8-oz. packages of American, Swiss, smokey and hot pepper cheeses and an 18-oz. package of American. The company claims to have a leading market share in cheese substitutes in test markets and a 4% to 6% share in the individually wrapped sliced cheese category in those areas.

Ads for the New Age line boast its contents—90% less cholesterol and 75% less saturated fat than process American cheese slices—and are targeted at women age 35 and up. Color page ads, some with coupons, are scheduled for regional editions of such magazines as *Family Circle*, *Good Housekeeping* and *Reader's Digest*. A tv blitz, beginning in mid-October, will involve more than 10 commercials per week for six months. Further support will come from newspaper coupons, including a "buy-one, get-one-free" offer. Benton & Bowles, New York, is the agency.

Kraft, currently in the Southeast, Southwest and Baltimore/-Washington areas, will move into all East Coast regions except Vermont, which outlaws cheese substitutes.

Kraft markets 12-oz. American-flavor individually wrapped cheese slices; a 10-oz. half-moon colby-flavor product and a 12-oz. cheddar chunk.

Kraft's East Coast entry early this month will be marked with tv spots breaking the week of Nov. 9 and newspaper and coupon ads beginning a week later. All major newspapers in Maine, metropolitan New York, Baltimore/Washington, Boston, Albany, Buffalo, Hartford and Philadelphia/Harrisburg regions will be included. The campaign, handled by J. Walter Thompson Co., Chicago, touts Golden Image's corn oil substitute and Kraft's reputation.

A low-level "maintenance program" is set for existing Golden Image markets, despite the Country Meadow entry and the New Age rollout. #

Latinos elect Da Costa

Latinos in Communications, New York, has elected Jackie Da Costa, senior vp-media director, Ted Bates & Co. as 1980-81 president.

NBC hangs tough

(Continued from Page 3)

son tv is in now vs. last year, but levels were up 0.5% in week No. 1 of 1980 and at the same 59.1% level for week No. 2.

One exec sees something even more significant happening, perhaps at CBS' expense. "Last year CBS' success was built on its strength on three nights, Sunday, Monday and Friday," he noted. "But so far NBC's scheduling has knocked CBS out on Sunday and Monday. CBS will have to get that audience back." But the feeling is that with the strike and the fact that CBS won't be able to make inroads probably until after the November sweeps, that Sunday and Monday base may erode somewhat. Carrying that theory one step further raises questions about CBS' made-for-tv movies, the other key ingredient in its ratings triumph last year.

Many of those movies did exceptionally well because CBS promoted them like crazy on Sunday and Monday. This year, however, the network hasn't been able to muster that promotional clout for its Tuesday and Wednesday movies because the audience has been with NBC. By the same token, CBS could probably dispute that theory, pointing to the continued ratings success of "The Dukes of Hazzard" and "Dallas" on Friday, both with 40-plus shares in reruns.

Meanwhile, NBC is probably plotting replacement strategy for anywhere from 30 minutes to two hours of prime time as new series falter. #

Top stations with young men and women viewers

(in July Arbitrons for top 50 markets)

Station	TSA share Women 18-49	TSA share Men 18-49	ADI home share Sign-on Sign-off	ADI home share Late Fringe
NEW YORK (1)				
WABC-TV (A)	26	21	21	18
WCBS-TV (C)	18	17	17	19
WNBC-TV (N)	17	17	17	16
WNEW-TV	14	14	15	17
WPIX	12	17	13	15
WOR-TV	7	11	9	7
LOS ANGELES (2)				
KABC-TV (A)	27	23	23	22
KNBC (N)	16	16	17	23
KTLA	13	15	13	8
KNXT (C)	13	14	14	17
KTTV	9	10	11	9
KCOP	8	9	8	7
KHJ-TV	7	8	7	7
CHICAGO (3)				
WLS-TV (A)	31	23	25	23
WBBM-TV (C)	19	19	20	22
WGN-TV	16	20	16	15
WMAQ-TV (N)	15	16	17	19
WFLD-TV	14	13	15	18
WSNS-TV	2	5	3	2
PHILADELPHIA (4)				
WPVI-TV (A)	42	33	34	26
WCAU-TV (C)	21	22	22	24
KYW-TV (N)	17	18	17	28
WTAF-TV	6	8	5	5
WKBS-TV	6	7	6	4
WPHL-TV	5	11	6	5
SAN FRANCISCO (5)				
KGO-TV (A)	31	26	25	23
KPIX (C)	20	20	22	15
KTVU	19	23	15	15
KRON-TV (N)	16	17	16	29
KBHK-TV	8	8	7	3
BOSTON (6)				
WCVB-TV (A)	29	23	25	21
WBZ-TV (N)	21	21	23	35
WNAC-TV (C)	17	17	18	16
WSBK-TV	12	19	10	9
WLVI-TV	9	10	6	4
DETROIT (7)				
WXYZ-TV (A)	36	29	31	26
WJBK-TV (C)	23	21	25	26
WDIV (N)	20	23	22	24
WKBD-TV	16	20	13	18
WXON-TV	2	3	3	—
WASHINGTON (8)				
WJLA-TV (A)	26	23	23	19
WDVM-TV (C)	24	24	22	14
WTTG	21	24	19	27
WRC-TV (N)	17	19	17	24
WDCA-TV	7	11	6	—
CLEVELAND (9)				
WEWS (A)	35	29	32	25
WKYC-TV (N)	21	23	20	24
WJKW-TV (C)	18	26	26	30
WUAB-TV	16	21	15	13
DALLAS-FORT WORTH (10)				
WFAA-TV (A)	31	27	27	24
KDFW-TV (C)	24	20	25	30
KXAS-TV (N)	19	23	24	30
KTVT	14	20	14	10
KXTX-TV	8	7	5	—
PITTSBURGH (11)				
WTAE-TV (A)	33	31	24	20
KDKA-TV (C)	31	32	32	33
WIIC-TV (N)	19	19	17	22
WPGH-TV	10	12	8	8
WJAC-TV (Johnstown)	—	—	3	3
HOUSTON (12)				
KTRK-TV (A)	33	30	29	26
KHOU-TV (C)	23	22	22	22
KPRC-TV (N)	21	20	22	31
KHTV	11	13	10	8
KRIV-TV	10	13	13	9
MINNEAPOLIS/ST. PAUL (13)				
KSTP-TV (A)	35	33	29	24
WCCO-TV (C)	28	25	28	19
WTCN-TV (N)	18	18	16	20
KMSP-TV	15	22	17	31
ST. LOUIS (14)				
KTVI (A)	26	23	22	25
KMOX-TV (C)	25	23	25	22
KSDK (N)	21	20	23	26
KPLR-TV	19	24	19	19
KDNL-TV	10	9	7	4
MIAMI (15)				
WPLG (A)	28	25	23	22
WTVJ (C)	25	25	28	20
WCKT (N)	20	23	23	34
WCIX-TV	16	20	14	14
WLTV	8	3	7	3
ATLANTA (16)*				
WSB-TV (N)	(20) 34	(17) 28	30	35
WXIA-TV (A)	(16) 24	(14) 23	20	16
WAGA-TV (C)	(16) 23	(13) 21	24	24
WTBS*	(46) 20	(55) 26	14	14
WANX-TV	— 3	— 2	3	—
SEATTLE/TACOMA (17)				
KOMO-TV (A)	33	27	29	22
KING-TV (N)	24	24	24	38
KIRO-TV (C)	18	24	21	22
KSTW-TV	18	22	15	5
TAMPA/ST. PETERSBURG (18)				
WTVT (C)	31	23	31	27
WFLA-TV (N)	23	25	25	31
WTSP-TV (A)	22	21	19	20
WTOG-TV	21	25	15	12
BALTIMORE (19)				
WJZ-TV (A)	36	31	29	31
WMAR-TV (C)	30	32	27	25
WBAL-TV (N)	26	27	21	22
WBFF-TV	7	10	7	11
WTTG (Washington)	—	—	6	6
HARTFORD/NEW HAVEN (20)				
WTNH-TV (A)	48	39	27	25
WFSB-TV (C)	36	41	24	19
WVIT (N)	13	17	10	15
WCBS-TV (New York)	—	—	4	—
WNEW-TV (New York)	—	—	4	—
WNBC-TV (New York)	—	—	3	5
WPIX (New York)	—	—	3	—
WGGB-TV (Springfield, Mass./Hartford)	—	—	3	—

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July sweeps show tv demographic leaders

By MAURINE CHRISTOPHER

NEW YORK—If an advertiser wants to target women 18 to 49 in a top-50-markets campaign, which stations look best for his product?

Or suppose the promotion is for a male-skewed spot schedule. What are the most likely choices?

Which stations dominate in sign-on to sign-off strength?

These are a few of the questions that are answered in ADVERTISING AGE's latest rating analysis covering the Arbitron July sweeps returns for the country's largest population centers. These numbers reflect viewing from July 9 through Aug. 5.

Tables showing affiliate and independent stations' competitive standings in demographic and household audience shares were put together by a veteran broadcast researcher. In each market, stations were ranked according to the percentage of the young adult women reached during the telecast day in the total station area.

Looked at from the network rivalry standpoint, more often than not ABC affiliates appear to be on the right wavelength to attract the young women who are the key targets of many advertisers. ABC affiliates placed first in shares with women 18 to 49 in 36 markets, two of them in a tie.

The ABC outlet was the leader with this favored set in the 16 largest markets. CBS stations captured first in 11 markets, while NBC was first in four.

In New York, the edge was sizable, with WABC-TV averaging a 26 share with young women, eight points ahead of runner-up WCBS-TV. In men 18 to 49, the lead was less—21 for WABC-TV to 17 for WCBS-TV and WNBC-TV.

In Los Angeles, ABC-owned KABC-TV was even further ahead in its appeal to women, scoring 27 to 16 for second-place KNBC. With young men, KABC-TV had a seven-point edge over KNBC. Indie KTLA tied KNXT (CBS) at 13 for women and edged past at 15 for men.

Independent WGN-TV in Chicago bested the NBC affiliate—WMAQ-TV—to place third behind WLS-TV (ABC) and WBBM-TV (CBS) with females 18-49. With men 18-49, the indie was four points in front of WMAQ-TV with a 20 share.

In Philadelphia, WPVI (ABC) swept all the columns except late fringe. (Late fringe and sign-on to sign-off shares were based on Arbitron's area of dominant influence, while the men and women figures were based on total station area.) At 42, WPVI was exactly double the 21 points scored by second place WCAU-TV (CBS) in young women shares.

Vitality in three of four columns was evidenced by ABC's KGO-TV, San Francisco, which was 11 points ahead of KPIX (CBS) in the young female category and three points ahead of runner-up KTVU with their male counterparts. KTVU placed third with women at a 19 share, putting the NBC affiliate, KRON-TV, fourth in two columns in the table. NBC led with "Tonight" in late fringe.

- Market No. 8, Washington, truly is a hotly contested territory, with Metromedia's WTTG mounting an aggressive challenge to the Big 3 affiliates. WJLA-TV (ABC) led with young women and with sign-on to sign-off home shares, while WDVM-TV (CBS) and WTTG scored 24 to tie for first with their male contemporaries.

At 27, WTTG was three points ahead of "Tonight" in household shares. The syndie programing that turned the trick for Metromedia: "Odd Couple" from Paramount and "Perry Mason" from Viacom. "Cell Block H" from Firestone served as a solid lead-in against the news.

Arbitron regular rating reports note that the estimates included do not cover extended satellite reach for superstations, such as WTBS. In the case of WTBS, the researcher published a special total coverage area report.

If those men and women figures were used as a basis, WTBS emerged as the big winner in the young women and men column in Atlanta with a 46 and 55 share, respectively.

- Over-all, the big city competition in late night numbers produced some impressive returns. The No. 1 top 50 markets station in weekday late fringe was KBTV (ABC), Denver, which pulled a 53 homes share. The station did it with a mixture of syndicated and network fare.

ABC was preempted at 10:30 p.m. (for delayed showing). Into the next hour and a half went syndicated repeats of Paramount's "M*A*S*H," followed by Colbert's "Joker's Wild." The taped network material resumed about midnight.

Preempting a network, in this instance CBS, similarly paid off in the Arbitrons for KSL-TV, Salt Lake City. It was second in the top

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Top stations with young men and women viewers

(in July Arbitrons for top 50 markets)

Station	TSA share Women 18-49	TSA share Men 18-49	ADI home share Sign-on Sign-off	ADI home share Late Fringe
DENVER (21)				
KBTV (A)	36	34	32	53
KOA-TV (N)	23	25	22	18
KMGH-TV (C)	22	21	24	18
KWGN	17	18	15	8
INDIANAPOLIS (22)				
WRTV (A)	31	30	26	32
WISH-TV (C)	29	25	26	16
WTHR (N)	23	25	21	22
WTTV	18	20	15	19
SACRAMENTO/STOCKTON (23)				
KOVR (A)	33	27	25	18
KCRA-TV (N)	27	28	25	33
KTXL	20	24	15	13
KXTV (C)	19	19	17	14
PORTLAND, ORE. (24)				
KATU (A)	30	26	26	22
KOIN-TV (C)	23	24	24	21
KPTV	23	26	18	15
KGW-TV (N)	21	21	22	35
SAN DIEGO (25)				
KGTV (A)	35	30	25	25
KFMB-TV (C)	29	28	26	24
KCST-TV (N)	22	21	17	23
XETV (Tijuana, Mexico)	12	16	11	—
KTLA (Los Angeles)	—	—	4	—
KNBC (Los Angeles)	—	—	3	7
MILWAUKEE (26)				
WISN-TV (A)	41	34	30	40
WITI-TV (C)	26	26	25	23
WTMJ-TV (N)	21	26	26	23
WVTV	11	11	8	7
WCGV	—	4	3	—
KANSAS CITY (27)				
KMBC-TV (A)	40	36	30	31
KCMO-TV (C)	28	27	27	26
WDAF-TV (N)	18	20	22	22
KBMA-TV	14	18	11	13
CINCINNATI (28)				
WKRC-TV (A)	31	27	25	25
WCPO-TV (C)	23	27	26	26
WLWT (N)	23	23	24	25
WXIX-TV	18	20	14	18
WHIO-TV (C, Dayton)	3	—	3	—
BUFFALO (29)				
WKBW-TV (A)	44	41	32	27
WIVB (C)	25	25	25	25
WGR-TV (N)	25	28	20	29
WUTV	6	6	6	4
NASHVILLE (30)				
WTVF (C)	32	31	32	30
WSM-TV (N)	31	31	29	33
WNGE (A)	28	27	24	22
WZTV	6	10	6	18
PHOENIX (31)				
KTVK-TV (A)	26	25	21	21
KPHO-TV	26	27	23	20
KOOL-TV (C)	20	18	22	17
KPNX-TV	20	20	21	30
KNXT-TV	7	7	4	—
CHARLOTTE (32)				
WBTV (C)	38	40	36	36
WSOC-TV (A)	33	30	25	25
WCCB	15	16	11	5
WRET-TV (N)	13	14	10	12
MEMPHIS (33)				
WREG-TV (C)	30	28	28	24
WHBQ-TV (A)	30	28	23	34
WMC-TV (N)	26	33	26	24
WPTY-TV	13	12	10	8
NEW ORLEANS (34)				
WWL-TV (C)	42	38	39	32
WVUE (A)	24	24	22	38
WDSU-TV (N)	23	27	21	16
WGNO-TV	8	9	8	4
COLUMBUS (35)				
WBNS-TV (C)	35	40	35	30
WTVN-TV (A)	34	28	28	25
WCMH (N)	25	28	25	33
GREENVILLE/SPARTANBURG/ASHEVILLE (36)				
WSPA-TV (C)	35	33	28	23
WFBC-TV (N)	33	35	33	29
WLOS-TV (A)	32	33	25	29
WBTV (C, Charlotte)	—	—	3	—
GRAND RAPIDS/KALAMAZOO/-BATTLE CREEK (37)				
WKZO-TV (C)	29	31	26	23
WOTV (N)	29	31	25	30
WZZM-TV (A)	24	20	19	17
WUHQ-TV (A)	18	17	10	10
PROVIDENCE (38)				
WJAR-TV (N)	42	42	29	39
WPRI-TV (A)	40	35	25	21
WTEV (C)	19	23	15	11
WSBK-TV (Boston)	—	—	5	3
WLVI-TV (Cambridge-Boston)	—	—	5	3
WCVB-TV (A, Boston)	—	—	5	4
WNAC-TV (C, Boston)	—	—	5	4
WBZ-TV (N, Boston)	—	—	5	8
OKLAHOMA CITY (39)				
KOCO-TV (A)	38	30	29	45
KTVY (N)	22	24	25	25
KWTV (C)	22	22	20	14
KOKH-TV	8	11	7	7
KGMC	8	11	6	3
ORLANDO/DAYTONA BEACH (40)				
WFTV (A)	38	30	29	27
WDBO-TV (C)	29	33	25	20
WESH-TV (N)	24	27	25	34
WOFL	9	10	8	5
CHARLESTON/HUNTINGTON (41)				
WSAZ-TV (N)	42	45	37	28
WOWK-TV (A)	36	30	24	25
WCHS-TV (C)	23	24	20	23
RALEIGH/DURHAM (42)				
WTVD (C)	47	41	34	33
WRAL-TV (A)	46	46	33	25
WPTF-TV (N)	5	10	7	9
WECT (N&C, Wilmington)	—	—	5	5
WITN-TV (N, Washington, N.C.)	—	—	4	4
WNCT (C, Greenville)	—	—	4	—
LOUISVILLE (43)				
WHAS-TV (C)	33	30	30	29
WAVE-TV (N)	31	30	28	27
WLKY-TV (A)	24	23	19	20
WDRB-TV	13	16	11	14
DAYTON (44)				
WHIO-TV (C)	55	47	38	32
WDTN (A)	27	31	22	18
WKEF (N)	18	22	15	22
WXIX-TV (Newport, Ky., Cincinnati)	—	—	4	5
HARRISBURG/YORK/LANCASTER/-LEBANON (45)				
WGAL (N)	38	36	30	33
WHTM-TV (A)	32	28	19	16
WHP-TV (C)	15	20	12	11
WLYH-TV (C)	12	16	6	—
WSBA-TV (C)	3	—	3	—
NORFOLK/PORTSMOUTH/-NEWPORT NEWS/HAMPTON (46)				
WVEC-TV (A)	31	32	26	25
WTAR-TV (C)	29	27	30	22
WAVY-TV (N)	19	22	18	23
WYAH-TV	10	7	9	8
WTVZ	10	12	9	10
SALT LAKE CITY (47)				
KTVX (A)	35	25	27	11
KSL-TV (C)	30	37	32	51
KUTV (N)	26	33	25	26
KSTU	9	12	8	6
ALBANY/SCHENECTADY/TROY (48)				
WTEN (A)	40	38	30	19
WRGB (N)	37	43	30	41
WAST (C)	23	19	21	19
BIRMINGHAM (49)				
WBRC-TV (A)	64	56	51	44
WVTM-TV (N)	24	32	23	33
WBMG-TV (C)	11	12	11	7
WILKES BARRE/SCRANTON (50)				
WNEP-TV (A)	47	50	31	22
WBRE-TV (N)	28	32	23	30
WDAU-TV (C)	22	18	18	11
WPIX (New York)	—	—	14	3

These tables show the tv stations in each of the top 50 markets ranked in terms of shares for women aged 18 through 49 as reported in the Arbitron July sweeps covering the full telecast day, July 9 through Aug. 5. The last three columns cover men aged 18 to 49 and household shares for the full telecast day and late fringe.

The people shares are based on the total survey area (TSA); the last two columns on homes in Arbitron's area of dominant influence (ADI). These figures were compiled for ADVERTISING AGE from the Arbitron books by a veteran tv researcher.

Initials in parentheses indicate network affiliation (ABC, CBS, NBC); stations without initials are independents. Late fringe is 11:30 p.m. to 1 a.m. Monday-Friday in eastern and Pacific time zones. In central and mountain zones, each is one hour earlier.

These lists include local network affiliates and share runners-up in each market whether local indies or distant stations, affiliated or independent. Not all stations are listed. A blank under any column indicates not reported. Stations appear if they drew a minimum 3 sign-on to sign-off household share.

*The total survey area as defined by Arbitron does not include distant satellite or microwave coverage. In July, Arbitron estimated its tsa excludes 98% of WTBS' net weekly circulation.

Atlanta figures in parentheses in this table are based on the special WTBS total coverage area report prepared by Arbitron for the superstation which can be seen via satellite in 50 states. The other Atlanta figures are from the regular Atlanta report, using the same bases as the rest of these data.

July sweeps demographics

(Continued from Page 90)

50 markets in late fringe with a 51 household share. KSL-TV played "M*A*S*H" at 10:30 p.m. (the same sitcom also was stripped in early fringe) followed by "Streets of San Francisco" from Rohrs/-Victory.

Behind KBTV and KSL-TV in three, four, five order in delivering the stay-up-late crowd were KOCO-TV, Oklahoma City, 45 homes share; WBRC-TV, Birmingham, 44, and WRGB, Albany/-Schenectady/Troy, 41. WBRC, a 24-hour station in a blue-collar town, also stood out in the May sweeps.

While the network affiliates held the win, place and show positions with young women in most of these large cities, this analysis (as did an earlier one in May) also dramatizes the growing strength of independents in many markets. Other markets besides those already mentioned in which an indie placed third with this consumer group include Sacramento/Stockton, KTXV; Portland, Ore., KPTV, and Charlotte, WCCB.

A striking standout among the indies was Meredith's KPHO-TV in Phoenix. It is the first indie ever to beat all three major network outlets in sign-on to sign-off share for a sweeps month, rating experts believe. KPHO-TV took their measure in men 18-49, and tied KTVK-TV (ABC) for first place with young women. The networks' concentration on election-year politics, including the GOP convention, obviously was a major factor in the indies' gains in the July Arbitrons and Nielsens.

By Nielsen's count the big national winner in weekly cumulative audiences, counting all homes watching at least once over seven days of telecasting, was WPIX, a New York indie with considerable microwave extended coverage. The estimate: 6,170,000 homes. Nielsen said its books now cover distant as well as home-market reach.

Two other New York indies—WNEW-TV, 6,112,000, and WOR-TV, 5,738,000—were next, and WTBS, Atlanta, now available to 10,200,000 homes off-air and by Satcom I, ranked seventh with 4,297,000.

In between were the key network-owned New York stations WCBS-TV, 5,621,000; WNBC-TV, 5,605,000, and WABC-TV, 5,599,000.

Using another yardstick—households reached during the average quarter-hour of a month when the networks lost audiences to indies due to their extensive coverage of the Republican convention and its buildup and letdown—the top spots went to affiliates, according to Nielsen.

The quarter-hour Nielsen homes winners: WABC-TV, 433,000; WCBS-TV, 358,000, and WNBC-TV, 314,000. WNEW-TV followed with 307,000 and the most widely watched superstation, WTBS, was 14th at 195,000. #

Leading tv stations Sign-on to sign-off Average quarter-hour homes reached

Rank	Station	July Nielsens
1.	WABC-TV, New York	433,000
2.	WCBS-TV, New York	358,000
3.	WNBC-TV, New York	314,000
4.	WNEW-TV, New York	307,000
5.	KABC-TV, Los Angeles	292,000
6.	WPIX, New York	284,000
7.	WLS-TV, Chicago	251,000
8.	WPVI-TV, Philadelphia	238,000
9.	WGN-TV, Chicago	227,000
10.	KNBC, Los Angeles	215,000
11.	KNXT, Los Angeles	215,000
12.	WBBM-TV, Chicago	207,000
13.	WOR-TV, New York	200,000
14.	WTBS, Atlanta	195,000
15.	KTLA, Los Angeles	176,000

This is the average for July 10-Aug. 6 and covers extended reach for superstations WGN-TV, Chicago, WOR-TV, New York and WTBS, Atlanta, via Satcom I. Microwave extensions also are covered in the Nielsen report.

Top 10 stations Women 18-49 shares in Arbitron markets 1-50

Rank	Station	July share
1.	WBRC-TV (A) Birmingham (49)	64
2.	WHIO-TV (C) Dayton (44)	55
3.	WTNH-TV (A) Hartford/New Haven (20)	48
4.	WTVD (C) Raleigh/Durham (41)	47
4.	WNEP-TV (A) Wilkes Barre/Scranton (50)	47
6.	WRAL-TV (A) Raleigh/Durham (41)	46
7.	WKBW-TV (A) Buffalo (29)	44
8.	WPVI-TV (A) Philadelphia (4)	42
8.	WWL-TV (C) New Orleans (34)	42
8.	WJAR-TV (N) Providence (38)	42
8.	WSAZ-TV (N) Charleston/Huntington (41)	42

Network affiliation and Arbitron market rank in parentheses.

Top 10 stations Men 18-49 shares in Arbitron markets 1-50

Rank	Station	July share
1.	WBRC-TV (A) Birmingham (49)	56
2.	WNEP-TV (A) Wilkes Barre/Scranton (50)	50
3.	WHIO-TV (C) Dayton (44)	47
4.	WRAL-TV (A) Raleigh/Durham (41)	46
5.	WSAZ-TV (N) Charleston/Huntington (41)	45
6.	WRGB (N) Albany/Schenectady/Troy (48)	43
7.	WJAR-TV (N) Providence (38)	42
8.	WFSB-TV (C) Hartford/New Haven (20)	41
8.	WKBW-TV (A) Buffalo (29)	41
8.	WTVD (C) Raleigh/Durham (41)	41

Network affiliation and Arbitron market rank in parentheses. Shares are based on total survey area. Survey period: July 9 to Aug. 5.

Top 10 independents in top 50 markets in women, 18-49 Arbitron shares

Rank	Station	W 18-49 share
1.	KPHO-TV, Phoenix	26
2.	KPTV, Portland, Ore.	23
3.	WTTG, Washington	21
3.	WTOG-TV, Tampa	21
5.	WTBS, Atlanta	20
5.	KTXL, Sacramento	20
7.	KTVU, San Francisco	19
7.	KPLR-TV, St. Louis	19
9.	KSTW-TV, Seattle	18
9.	WTTV, Indianapolis	18
9.	WXIX-TV, Cincinnati	18

These figures are based on total station audience reported in July sweeps for women aged 18 to 49. Shares are an average for sign-on to sign-off.

advertiser people

Smith to Von Furstenberg job

NEW YORK—Michael Smith has been named director of advertising of Diane Von Furstenberg Inc., a new post. He formerly was art director of Murray Salit & Associates, agency for the company. No successor yet at Salit.

Other people moving:

James Weren to director of marketing, a new position, Paterno Imports, Chicago, from product manager for the creative products division of Multi-National Investment Corp.

Gale Jenkins to vp-creative development, Coleco Industries, Hartford, Conn., a newly created post, from senior vp-research and development, Leisure Concepts, New York. Mr. Jenkins will develop visual design for both product and packaging.

James R. Norton to marketing communications manager, a new title, Lender's Bagel Bakery, West Haven, Conn., from his own marketing company.

Tom Collins to marketing director, a new post, McKesson & Wine & Spirits Co., New York, from McKesson's Dallas/Fort Worth operation. The division, one of six operating units of Foremost-McKesson Wine & Spirits, controls 32 wholesale distributor houses across the country.

Robert D. Glover to president, J. B. Williams Co., East Hanover, N.J., from exec vp, where no successor has yet been named. Mr. Glover succeeds the late Matthew Rosenhaus (AA, Sept. 1). Mr. Glover continues as president-chief operating officer, international division.

William J. Lyon to director of marketing services, Eltra Corp.'s Converse division, Wilmington, Mass., a new post, from ad manager, General Electric's engineering plastics division, Pittsfield, Mass. No successor.

Kathryn Cass to the new position of director of international marketing, Time-Life Films' motion picture division, New York, from director of nonaffiliated sales, Time Inc.'s Home Box Office.

Nico Spannenburg to director-advertising and sales promotion, Grolsch Importers, Atlanta, a new position. Mr. Spannenburg was director-advertising and sales promotion, Grolsch Breweries, Holland, makers of Grolsch beer.

Usman Mirza to vp-marketing, Coca-Cola Bottling Co., San Antonio, from home market planner, Coca-Cola U.S.A., Atlanta. He succeeds **Clarke Boddy,** who will take charge of the company's advertising and pr.

Maureen F. Hartigan to manager-advertising, TRW Inc., Cleveland, reporting to director of advertising Stephen N. Bowen. Ms. Hartigan comes from General Electric's plastics business division, Pittsfield, Mass., where she was marketing communications specialist.

Peter J. Mihajlov to vp-marketing for refrigerated foods, Pillsbury Co., Minneapolis, from director of marketing. Also, **Richard Nickel** to vp-business manager for frozen pizza from vp-marketing.

Richard T. Maurer to exec vp-marketing, Bankers Life & Casualty, Northbrook, Ill., from vp-marketing, State Mutual Life Assurance, Worcester, Mass. Mr. Maurer succeeds **Webster B. Hurley,** now chairman of Union Bankers Insurance, a Bankers Life subsidiary.

Jeramy Lanigan to president, book division, Times Mirror Magazines, New York, from senior vp-director of marketing, corporate planning and budgets, Funk & Wagnalls. She succeeds **Adele Bowers,** who retired after 33 years with the company.

David L. Morris to marketing manager, Busch beer, Anheuser-Busch, St. Louis, from staff of the vp-beer marketing, succeeding **W. B. Roberts III,** who left to open his own marketing consultancy. Also, **Mark Danner** to senior executive assistant to vp-marketing operations, from Los Angeles region marketing coordinator, succeeding **Robert Signorelli,** who becomes division sales manager for northern California and Hawaii.

Don Lepone to group product director-diet, a new post, Thompson Medical Co., New York, from brand manager on Oxy 5 at Norcliff-Thayer division of Revlon, which would not comment on a successor. Also at Thompson, **Jerry Freeman** to director-market research, a new post, from assistant manager-market research, Chesebrough-Pond's, Greenwich, Conn.

O. D. Dearman to vp over the Starbooks children's book line at L'eggs Products, a division of Hanes, Winston-Salem, from director of marketing, Starbooks. No successor.

Sharon Lavender to director of advertising-sales promotion, a new post, Fashion Fair Cosmetics, a division of Johnson Publishing, Chicago, from advertising manager, Florsheim Thayer McNeil, a division of the Florsheim Shoe Co.

Timothy Huber to director of corporate marketing, Bose Corp., Framingham, Mass. Mr. Huber comes to the new post at the high fidelity component marketer from Nixdorf Computer, where he was director of sales and marketing. His successor has not yet been named.

Peter Blum to president, industrial chemicals division, American Hoechst Corp., Somerville, N.J., from director, Hoechst AG's corporate marketing department in West Germany. He succeeds **Dieter Poetzsch,** who has been named president, Hoechst Canada, replacing **Kurt Aach,** who retired. Mr. Blum will be succeeded by **Juergen Dormann,** who was assistant director in the marketing department. No successor.

Bill Matthies to director of marketing, Pioneer Electronics of America, Long Beach, Cal., from national sales manager-special markets. He succeeds **Bob Bunting,** who left. #